



09/465,730

PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 09/465,730

Examiner: Alvarez, Raquel

Filed: May 17, 2000

Art Unit: 3622

Inventor: Hunter, et al.

Atty Ref.: 0108020-0533877

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE
ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED
THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING
SYSTEM**

AMENDMENT AND RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 11/02/2006, please consider the following remarks:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 5 of this paper.